LEO BURNETT COMPANY, *Inc.*
Ad No. 530—Long Fence—Req. 79798—Page—4-Color Bleed—5⅓ x 7⅝ TV Guide, 1971 (A)
Printed in U.S.A.

Lower in tar than 95% of all cigarettes sold.

PHILIP MORRIS
MULTIFILTER Full Kentucky flavor in a low-tar cigarette.
Regular: 15 mg "tar," 1.0 mg. nicotine—Menthol: 12 mg "tar," .8 mg. nicotine av. per cigarette, FTC Report Nov.'70

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Source: https://www.industrydocuments.ucsf.edu/docs/fxxx0001

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